

Healthy Kids, Healthy Communities Workplan

Goal 1: Increase consumption of fresh, locally grown produce through purchases at Fitchburg Farmers Markets		Responsible Lead	Assessment/ Evaluation
Tactic #1: Establish a Farmers Market Working group including at least 10 key stakeholders with expertise in the local farm system		Sheila Lumi	Increased produce sold at Fitchburg Farmers Markets Increased usage of EBT sales Increased redemption of WIC and Elder Farmers market coupons
Benchmarks for Tactic 1: a) Farmers Market working group developed b) 8 meetings conducted	Dec 2011		
Activity #1: Identify local food experts and invite them to the Farmers Market working group. Activity #2: Hold monthly meetings during the growing/harvesting season and bi-monthly meetings during the winter months.			
Tactic #2: Increase access to the Fitchburg Farmers Market via affordable transportation modes		CMN Farmers Market Working Group	
Benchmarks for Tactic 2: a) Public transit schedule to farmers market established and distributed in three targeted neighborhoods b) At least one low-cost mode of transportation available to Farmers Market from three targeted neighborhoods	Jul 2011		
Activity #1: Conduct three focus groups to elicit feedback regarding transportation barriers to existing Farmers Markets Activity #2: Identify current modes and cost of public transportation to Fitchburg farmers markets, including schedules and stop locations. Activity # 3: Conduct observation audit via trolley ride to assess ridership to Farmers Markets via current transportation mechanisms Activity #4: Implement and/or improve upon transportation system to farmers markets that incorporates feedback from focus groups and formal assessment			
Tactic #3: Employ mechanisms to attract families to Fitchburg Farmers Markets		Farmers Market Working Group MOC Peer Leaders	
Benchmarks for Tactic 3: a) 16 activities held at Fitchburg farmers markets Annually b) 3 communication events to increase awareness of farmers markets	Oct 2011		

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<p>Activity #1: Conduct focus groups in three targeted neighborhoods to elicit feedback regarding activities that families would like to participate in at Fitchburg farmers markets</p> <p>Activity #2: Collaborate and engage local partners able to carry out weekly activities</p> <p>Activity #3: Hold weekly activities at farmers markets that integrate ideas from resident focus groups</p> <p>Activity #4: Disseminate media campaign via three media outlets that reach families in Fitchburg using spitfire communications strategy</p>			
<p>Tactic #4: Establish purchasing mechanisms at Fitchburg Farmers Markets for low-income individuals to access fresh produce</p>		Farmers Market Working Group	
<p>Benchmarks for Tactic 4: a) <i>Increased EBT usage</i> b) <i>Increased Farmers Market Coupon redemption</i></p>	<p>Nov 2011</p>		
<p>Activity #1: Establish a policy that all farmers selling produce at Fitchburg farmers markets must be certified to accept SNAP and Farmers Market Coupons (WIC and Senior Nutrition)</p> <p>Activity 2: Identify and collaborate with local organizations providing resources used by low-income individuals to purchase produce, to promote Fitchburg farmers markets as a venue to access fruits and vegetables</p> <p>Activity #3: Provide EBT machines at Fitchburg farmers markets.</p> <p>Activity #4: Create and disseminate marketing materials to increase awareness that SNAP and farmers market coupons are accepted at all Fitchburg farmers markets</p>			
<p>Tactic #5: Prescribe Farmers Market Prescriptions and offer \$10 farmers market vouchers to patients identified as overweight, obese, or having poor nutrition.</p>		Farmers Market Working Group	
<p>Benchmarks for Tactic 5: a) <i>100 families with overweight and/or obese children receive Farmers Market Prescriptions and farmers market vouchers</i> b) <i>1,000 residents receive \$2 Veggie Bucks</i></p>	<p>Nov 2011</p>		
<p>Activity #1: Collaborate with community health center to prescribe Farmers Market Prescriptions and offer \$10 farmers market vouchers to patients identified as overweight, obese, or having poor nutrition.</p> <p>Activity #2: Develop a screening tool for community health center staff to utilize to identify individuals receiving prescriptions and vouchers to the Fitchburg farmers markets</p> <p>Activity #3: Train staff at community health center to use screening tool and disseminate prescriptions and vouchers to the Fitchburg farmers markets</p> <p>Activity #4: Implement Farmers Market Prescription program and offer \$10 farmers market vouchers to eligible patients</p>			

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Goal 2: Increase access to fresh produce in three targeted neighborhoods in Fitchburg (Cleghorn, Elm St., and Green Acres)		Responsible Lead	Assessment/ Evaluation
Tactic #1: Assess the local food environment specific to fresh produce in three targeted neighborhoods in Fitchburg		Neighborhood Working Groups	Increased produce available in each of the three neighborhoods where low-income youth and families cluster in Fitchburg
Benchmarks for Tactic 1: <i>Assessment completed with inventory of strengths and barriers for low-income families to access fresh produce in their neighborhood</i>	Feb 2011		
Activity #1: Conduct three walk-audits in targeted neighborhoods to assess availability of fresh produce Activity #2: Hold focus groups with residents in targeted neighborhoods to determine local produce availability, cost, shopping patterns, and desire for fruits and vegetables in close proximity to where they cluster			
Tactic #2: Engage local produce suppliers to provide produce in targeted neighborhoods		Donna Wysokenski	
Benchmarks for Tactic 2: <i>A diverse group of local produce suppliers are engaged in advocacy efforts to bring fresh produce to targeted neighborhoods in Fitchburg</i>	Apr 2011		
Activity #1: Identify local produce suppliers necessary to bring fresh affordable produce to targeted neighborhood in Fitchburg Activity #2: Engage local produce suppliers in advocacy efforts to establish mechanisms for fresh produce availability in targeted neighborhoods			
Tactic #3: Develop the components necessary to secure fresh produce in targeted neighborhoods in Fitchburg		Donna Wysokenski	
Benchmarks for Tactic 3: <i>Strategies developed to bring fresh produce into targeted Fitchburg neighborhoods</i>	July 2011		
Activity #1: Investigate successful models that have brought fresh affordable produce into low-income neighborhoods similar to Fitchburg Activity #2: Develop strategies based on successful models with attention to Fitchburg's assessment findings to increase availability of fresh produce in targeted Fitchburg neighborhoods			
Tactic #4: Implement at least one strategy to increase availability of fresh affordable produce in targeted neighborhoods in Fitchburg		Neighborhood Working Groups	
Benchmarks for Tactic 4: <i>Increased availability of fresh affordable produce in each of the three targeted neighborhoods in Fitchburg</i>	Dec 2011		
Activity #1: Advocate for policy/systems changes that improve availability of fresh produce in areas where low-income families and youth cluster according to identified strategy			

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Goal 3: Create a safe parks and open space system in Fitchburg in close proximity to where low-income youth cluster		Responsible Lead	Assessment/ Evaluation
Tactic #1: Identify ‘risky’ parks via analyzing data to determine unsafe features in existing parks in three targeted neighborhoods in Fitchburg		Neighborhood Working Groups	Reduced number of ‘risky’ parks in Fitchburg
Benchmarks for Tactic 1: <i>Parks assessment summary compiled with a safety score card listing features that promote and prohibit safety in parks in targeted neighborhoods in Fitchburg</i>	Nov 2010		
Activity #1: Conduct trolley tour to increase visibility of Fitchburg parks network in targeted neighborhoods Activity #2: Conduct formal parks assessment in targeted neighborhoods including: three walk-audits; GIS mapping of crime in relation to parks; and focus groups with parents in targeted neighborhoods Activity #3: Generate parks safety score card summary based on parks assessment results			
Tactic #2: Disseminate results of parks assessment to key decision makers in Fitchburg		Donna Wysokenski	
Benchmarks for Tactic 2: <i>Key community decision makers are more aware of safety concerns in existing parks in Fitchburg’s targeted neighborhoods</i>	Jan 2011		
Activity #1: Get on agenda and attend Parks and Recreation Board meeting to share results of parks assessment Activity #2: Disseminate findings of parks assessment summary via email to City and Ward Council members Activity #3: Report findings of parks assessment via City Board of Health Director at Mayors cabinet meeting to City department heads Activity #4: Disseminate parks assessment summary to community-at-large via press release			
Tactic #3: Develop and employ problem oriented policing in ‘risky’ parks in Fitchburg		Neighborhood Working Groups CMN City of Fitchburg Police	
Benchmarks for Tactic 3: <i>Increased police presence at ‘risky’ parks in Fitchburg</i>	Dec 2011		
Activity #1: Engage police and residents in close proximity to ‘risky’ parks to discuss potential strategies taking into account past experiences Activity #2: Develop strategies based on successful models with attention to Fitchburg’s assessment findings to increase safety in parks targeted Fitchburg neighborhoods Activity #3: Leverage resources for police patrols in Fitchburg’s ‘risky’ parks Activity #4: Establish a line item for parks policing in the City budget			

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Goal 4: Upgrade parks in Fitchburg’s three targeted neighborhoods to create a higher profile parks system		Responsible Lead	Assessment/ Evaluation
Tactic #1: Analyze design of existing parks and compare to sought-after features by youth and families in targeted neighborhoods in Fitchburg		Neighborhood Working Groups CMN	Increased attendance at parks in targeted neighborhoods in Fitchburg by youth and families Park improvements
Benchmarks for Tactic 1: a) Parks assessment completed with a list of desirable and undesirable features at existing parks in Fitchburg b)Parks assessment findings incorporated into Parks Master Plan	Jan 2011		
Activity #1: Review parks Master Plan Activity #2: Conduct walkability audits to assess parks design and identify desirable and undesirable features in existing parks in targeted neighborhoods Activity #3: Conduct focus groups with youth in targeted neighborhoods to determine sought-after features that attract them to parks Activity #4: Submit and review assessment findings with Parks Board Activity #5: Incorporate assessment findings into Parks Master Plan			
Tactic #2: Improve the physical space of parks to create clean and sought after spaces for youth and family recreation.		Neighborhood Working Groups Parks Board	
Benchmarks for Tactic 2: a) Targeted neighborhood parks are free from trash and litter. b)One design feature sought-after by youth is realized in at least one park in each of the targeted neighborhood in Fitchburg c) Natural Guardians network with representation in each targeted neighborhood in Fitchburg are in place	June 2011		
Activity #1: Establish community networks “Natural Guardian’ in three targeted neighborhoods to maintain and clean litter in Fitchburg’s parks Activity #2: Hold clean-up events at parks plagued with litter Activity #3: Advocate for at least one physical design feature to be implemented as identified via parks assessment			
Tactic #3: Advocate for maintenance of existing parks in targeted neighborhoods in Fitchburg		Neighborhood Working Groups	
Benchmarks for Tactic 3: Measures taken to remove undesirable features in existing parks in targeted neighborhoods	Oct 2011		

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Activity #1: Identify undesirable features requiring maintenance in parks via parks assessment (ex. debris, graffiti, obstacles in walkways, outed lights, etc . . .) Activity #2: Follow established procedures to advocate for removal/repair of unsafe features in existing parks in targeted neighborhoods in Fitchburg		City Department of Public Works Parks Board
Tactic #4: Increase accessibility to existing parks via walking routes and public transportation		Neighborhood Working Groups Donna Wysokenski
Benchmarks for Tactic 4: <i>Routes to existing parks are established and disseminated to families in targeted neighborhoods</i>	<i>Dec 2011</i>	
Activity #1: Identify current modes and cost of public transportation to existing parks in targeted neighborhoods including a bus audit Activity #2: Conduct walk audits to identify existing walking routes to parks in close proximity to targeted neighborhoods Activity #3: Meet with the Mayor and City Council to discuss increasing number of trips to existing parks and trails via public transit and walking routes. Activity #4: Map transportation routes to parks in targeted neighborhoods and disseminate		
Tactic #5: Develop and employ communications plan promoting activities at neighborhood parks and highlighting a positive and safe image.		Donna Wysokenski
Benchmarks for Tactic 5: <i>a) Communication strategy employed to publicize and promote desirable and safe features in parks in Fitchburg</i>	<i>July 2011</i>	
Activity #1: Complete SMART chart specific to communications strategies Activity #2: Deploy identified strategies to targeted audience		

Goal 5: Increase capacity to sustain <i>Fun ‘n FITchburg</i> in future years		Responsible Lead	Assessment/ Evaluation
Tactic #1: Create a working structure for Fun ‘n FITchburg’s CMN including key stakeholders necessary to implement policy, system, and environmental changes specific to our Community Action Plan		Mary Giannetti	Fun ‘n FITchburg’s CMN agreement to continue as a partnership beyond 2013.
Benchmarks for Tactic 1: <i>Six meetings held annually with key stakeholders attending</i>	Dec 2011		
Activity #1: Create three working groups according to three neighborhoods targeted via Fun ‘n FITchburg (Cleghorn, Elm St., and Green Acres) Activity #2: Hold bi-monthly meetings. Activity #3: Identify and invite new partners with expertise in areas related to CAP and offer trainings to increase capacity of Community Mobilization Network (CMN).			

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Tactic #2: Identify/leverage resources (funding or existing organizations) that can assist in carrying out interventions via an established grant inventory/timeline.		Mary Giannetti
Benchmarks for Tactic 1: a) <i>Number of grants submitted for additional funding</i> b) <i>Amount of funding leveraged to carry out programs and physical projects</i>	Dec 2011	
Activity #1: Research funding opportunities related to CAP strategies and activities for programs and physical projects. Activity #2: Create timeline for revolving grant opportunities Activity #3: Apply for related funding.		
Tactic #3: Build leadership for Fun 'n FITchburg through training for CMN related to CAP.		Nancy Fillers
Benchmarks for Tactic 2: <i>Four trainings for CMN conducted.</i>	Dec 2011	
Activity #1: <i>Identify areas of interest and training needs of CMN through Survey Monkey and from working group feedback.</i> Activity #2: <i>Identify partners/consultants with expertise to present trainings.</i> Activity #3: <i>Conduct trainings.</i> Activity #4: <i>Invite CMN working groups to participate in HKHC affinity groups related to Fun 'n FITchburg's work</i>		
Tactic #3: Collaborate with local partners working on initiatives similar to Fun 'n FITchburg to strengthen community efforts to reduce youth obesity.		CMN
Benchmarks for Tactic 3: <i>Number of committee members engaged with local partners also working on reducing childhood obesity (ex., schools, police, housing authority, non-profits, churches, health center).</i>	Dec 2011	
Activity #1: Identify/outreach to local partners/coalitions working to reduce childhood obesity. Activity #2: Collaborate via attending meeting, leveraging resources, and/or participating in related activities.		